PATA is your trusted partner on the road to tourism recovery.

PATA Membership Benefits for Enterprise - Hospitality Members 2022
SINCE 1951

PATA is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from, and within the Asia Pacific region.

Our Approach

- Global issues with local relevance
- Insights and intelligent travel solutions
- Highly diverse travel community

Connecting both private & public sector members
Every facet of the travel ecosystem is represented within the PATA network.
Our newest members
PATA Priorities for 2022

*Focus on Action, Collaboration and Opportunities*

Recovery and Restart Initiatives with a focus on Responsible Tourism

- Resilience, Sustainability and Regenerative Travel
- Rural Tourism Development
- Wellness in Travel
- Destination Management / Destination Marketing
- Human Capital Development
- Diversity and Inclusion - Women in Travel
- Innovation in Travel
- Travel for Poverty Alleviation
PATA is the industry thought leader for the Asia Pacific region and beyond, connecting global issues with local relevance. As an Enterprise Member, you can leverage our tailored benefits to bring positive impacts to your business, local stakeholders, and greater industry network.

Our Benefits

- **RESEARCH**
  Latest Insights & Trends Reliable Research, Data & Publications

- **NETWORK**
  Member to Member opportunities, online & in person

- **BRANDING**
  Communicate your organisation’s value to the industry

- **PERSONAL DEVELOPMENT**
  Raise your profile as an industry thought leader

- **ALIGNED ADVOCACY**
  For the interest of all members and sustainable development

*For a comprehensive list of member benefits, please refer to the Table of Membership Benefits attached. Benefits are subject to change/updates.*
Gain Latest Insights via PATA Reports & Publications

PATA Reports are published all year round & accompanied by webinars. Our webinar speakers are a cross section of experts from the private section & academia.

Research Publications:
• Asia Pacific Visitor Forecasts Released once per year with quarterly updates
• Destination Forecasts Suite of 39 individual Destination Forecast reports
• PATA Annual Tourism Monitor
• PATA Quarterly Tourism Monitor
• Issues & Trends Report Released twice per year

… and more
Gain Latest Insights via PATAmPOWER

Source: National Tourist Offices (NTOs), National Statistics Agencies (NSAs) and partners

Latest Data about the Asia Pacific visitor economy. To provide faster insights and enable smarter decisions for our members.

**Inbound Visitor Data**
- Source Markets
- Forecast Arrivals by Origin
- Forecast Receipts
- City Visitors
- International Visitor Arrivals
- IVAs by Origin Market
- Average Length of Stay
- Mode of Transport
- Gender
- Purpose of Visit
- Visitor Receipts (USD)
- Visitor Receipts by Item

**Aviation-specific**
- Seat Capacity
- Flight Frequency

**Hospitality-specific**
- Room Supply
- Accommodation Performance

**Others**
- ICT Indicators

Most useful for Director of Sales & Marketing, or equivalent Revenue Department
PATA Insights via Webinars all year round

UPCOMING:

• Destination Insights Series: Malaysia with BBC and PATA (18 April 2022)

• The Hard Reboot: Tech Enabling the Travel Recovery (27 April 2022)

• Forecast Updates, accompanied by PATA Report (24 May 2022)

• Tripadvisor Workshop: Online reputation & customer reviews (End May 2022)
Network with PATA Members in person & online
Communicate your value via Speaking Opportunities & PATA Marketing Channels

- For speaking opportunities, fill up our Members Expertise Survey.
- Submit Sustainable initiatives for SDG Matters Blog, which will be included in PATA’s Industry Newsletter (17K Industry specific contacts)
- Opportunity to utilise the PATA Media reach (2000 travel media outlets globally)
- Highlight newsworthy press releases on PATA Website (30K Views/Month on average)
2022 Upcoming events Calendar

**PATA Destination Marketing Forum**
Aug 2 - 4
Songkhla, Thailand
Hosted by TCEB, DASTA and SCEB
- Physical Event
- Sponsorship available

**PATA-GBTA APAC Travel Summit 2022**
Mid-Sep
Singapore
- Physical Event
- Sponsorship available

**PATA Annual Summit**
Oct 25-27
Ras Al khaimah, UAE
Hosted by RAKTDA
- Physical Event
- Sponsorship available

**PATA Guilin Forum**
Date: TBA
Huzhou, China
- Hybrid Event
- Sponsorship available

**Aligned Advocacy Dinner**
Nov 7
UK, London
- Physical Event
- Sponsorship available

**PATA/UNWTO Forum on Tourism trends and Outlook**
End of Oct - Nov
Hosted by Guilin, China
- Virtual Event

**TBC events**
- July: Maldives Golden Jubilee - Maldives
- Dec: PATA Adventure Travel Conference and Mart - Nepal

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2022 Upcoming events Calendar

In person conferences

**PDMF 2022**
1 day destination experience
+ 1 day forum
+ networking events

**PATA & GBTA APAC Travel Summit 2022**
Responsible, Sustainable and Blended Travel
Mid-Sep
Singapore

**PAS 2022**
Industry Recovery Initiatives
Destination Resilience and Sustainability
Human Capital Development
Technology and Innovation
Women in Travel Forum.
Give back to the industry as a thought leader

Demonstrate your expertise and value in voluntary roles such as:
- Expert Task Forces
- Committees
- PATA Board & Executive Board

Expert Task Forces consist of experts from public, private and academic sectors. ETFs are established to address issues of interest to the industry. Similar to the ASEAN Tourism Crisis Communication Team, June 2021, of which PATA CEO Liz Ortiguera contributes to. (pictured above)
This methodology has been developed to support hotels and the wider hotel industry as they seek to make net-zero commitments and take action against them.

Open to Industry
Development Agency Projects
TOURLINK

Moving Thai Tourism towards sustainability through a business led supply chain approach
2020 - 2024
### Enterprise Membership Benefits

**US$4000/year**

Affiliated individual hospitality properties of our Hospitality Enterprise Tier Members (US$4000) can enjoy the same benefits alongside their parent organisation for US$500 per annum.

<table>
<thead>
<tr>
<th>Membership Benefits</th>
<th>Valued At:</th>
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<tbody>
<tr>
<td>PATA Offers You Access to Its Industry-Leading Community of Travel Professionals</td>
<td>High Value</td>
</tr>
</tbody>
</table>

- Become part of our diverse community of Government, MNCs, SMEs, Consulting Firms, Universities and NGOs
- Roundtable discussions with industry leaders
### Membership Benefits

**PATA provides you with critical industry insights**

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Regular Market Trends, Forecasts and Analysis Webinars, Issues & Trends Report, Asia Pacific Visitor Forecast Reports, Destination Forecasts* and PATA Annual Tourism Monitor

*Destination Forecasts - 5 included, rest available at special member rate

**Members-only webinars & tailored workshops**

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PATA Innovation Series - Workshops to support Members through tourism recovery. Examples include: Digital Marketing, COVID Safety best practices, Business Development/Entrepreneurship, etc.

Regular Industry Expert Webinar Sessions

Presentations Decks and Resources from PATA and Industry Speakers

Statistical Dashboard – PATAmPower - Real-time data accessible anytime

International level access "I"

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*For a comprehensive list of member benefits, please refer to the Table of Membership Benefits attached.*
## Summary of PATA membership benefits (2)

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<td><strong>Become part of our diverse community of Government, MNCs, SMEs, Consulting Firms, Universities and NGOs</strong></td>
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<td>PATA Annual Summit, PATA Travel Mart, Adventure Travel Conference &amp; Mart, PATA Destination Marketing Forum and others. Additional Hybrid/Virtual events throughout the year.</td>
<td>Special member only rates and privileges</td>
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<td>Member-to-Member Referrals</td>
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<td><strong>PATA helps you communicate your value</strong></td>
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<td>Share your press releases, sustainability initiatives, and other newsworthy updates* through PATA's communication channels:</td>
<td>Reach of approx. 42,000 contacts across website, social media and newsletters</td>
</tr>
<tr>
<td>Entitled to one featured PATA Webinar for your enterprise</td>
<td>Included</td>
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